



ARMEL LE CLÉAC'H CELEBRATES HIS VENDÉE GLOBE VICTORY WITH MUMM CORDON ROUGE

ARRIVING IN LES SABLES D'OLONNE ON 19 JANUARY 2017, AFTER 74 GRUELLING DAYS AT SEA, SKIPPER ARMEL LE CLÉAC'H CELEBRATED HIS TRIUMPH IN THE VENDÉE GLOBE ROUND-THE-WORLD YACHT RACE WITH A BOTTLE OF MUMM CORDON ROUGE, THE ICON OF VICTORY FROM THE CHAMPAGNE HOUSE.

Throughout its history, Maison Mumm has been associated with audacious challenges and ground-breaking endeavours. The Vendée Globe is the most famous and most arduous race in sailing. Nicknamed the Everest of the Seas, it involves circumnavigating the world alone, without stopping and without assistance. Even to complete the race, let alone win, is an extraordinary achievement. It was, therefore, fitting that Armel Le Cléac'h should toast his historic victory – in a new record time of **74 days, 3 hours, 35minutes & 46 seconds** – with a bottle of Mumm Cordon Rouge, whose Mumm red ribbon makes it the ultimate icon of celebration for winners everywhere.

INTERNATIONAL ONLY – SHALL NOT BE RELEASED IN FRANCE





ABOUT MAISON MUMM

Mumm is part of Martell Mumm Perrier-Jouët, the prestigious cognac and champagne business of Pernod Ricard, the world's n°2 in wines and spirits . With its distinguished heritage dating back to 1827, Mumm is the leading international champagne House in France and third worldwide*. Mumm Grand Cordon pays tribute to the iconic red sash – indented in the glass as part of a whole series of innovations., The revolutionary bottle is the perfect embodiment of the spirit of the House associated with audacious challenges and ground-breaking endeavors.

* IWSR 2015

ABOUT MAISON MUMM & SAILING

Maison Mumm has long been a committed patron of sailing, supporting prestigious challenges from the 1970s onwards, notably the iconic British regatta the Admiral's Cup. It strengthened its involvement in the 1990s with the launch of the Champagne Mumm World Cup, a series of international challenges bringing together world-class sailors and a dedicated boat. Maison Mumm is currently the exclusive champagne of the Transat Jacques Vabre, one of the most famous transatlantic races and rigorous challenges in the sporting calendar.

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Website: mumm.com

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For more information: digitalpressroom.mumm.com

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